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- Author (s):** Muhammad Naeem Javed
- Affiliation (s):** Lahore Leads University, Lahore, Pakistan
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## Natural Disasters in Pakistan and Media Coverage: A Comparative Study of Pakistani English and Urdu Newspaper

Muhammad Naeem Javed\*

Department of Mass Communication  
Lahore Leads University, Pakistan

### Abstract

Pakistan is frequently facing Natural disasters in every passing year and media plays a vital role to enlighten and update the public about calamities and their effects on the society. This study was conducted to analyse Pakistani English and Urdu newspapers for a comparative coverage about Natural disaster in Pakistan. The data for this study was collected from four newspapers (The Nation, The News, Nawa-i-Waqt and Jang) during the period of 8 years 2010 to 2017. A content analysis was conducted to identify the coverage frequency of articles related to two issues of Natural disaster (flood & drought) in Pakistan. The research has been carried out under the theoretical framework of Agenda Setting Theory and Social Responsibility Theory. The findings revealed that Pakistani Urdu newspaper gave more coverage to natural disasters as compared to English newspapers and it is also found that all English & Urdu press highlighted the issue of flood than drought. The research indicates that Pakistani newspapers play a dynamic role in issuing timely alerts about natural disaster in Pakistan. The study suggests that print media must cooperate with disaster management authorities for the betterment of early warnings system, precautionary measures, and disaster relief activities.

**Keywords:** Natural disaster, Media coverages, Content analysis

### Introduction

Geographically, Pakistan is located in disaster prone regions and floods are the most common natural catastrophe in Pakistan, followed by earthquakes, storms and drought. In the northern areas of Pakistan, the Hindukush and Himalaya range are placed. The Himalayas is the common place of natural vulnerabilities particularly earthquake, floods, winter storms, receding

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\*Corresponding Author: [naeemch18@gmail.com](mailto:naeemch18@gmail.com)

glaciers, and land sliding's. The past one hundred year's record show that four major earthquakes beyond magnitude of 8 on Richter scale have occurred in the Himalayan region (Haider, [2015](#)). Natural disasters such as cyclones cannot of course be stopped, but modern tools that allow them to be predicted can help limit damage and loss of life. Coastline regions, deltas and mid river basin face the risk of flooding and cyclones, whereas arid and semi-arid areas in southern Punjab, Sindh and Baluchistan are in danger to drought. The Northern Area and Baluchistan province are Seismic Prone, while floods are common phenomena in the provinces of Punjab and Sindh (Sayeeda A. Sayed, & González, P.A., 2014). It is strong evidence that flora and faunas take place every year in Pakistan. Pakistan is continuously suffering from ordinary and human induced exposures that threaten lives and livelihood of its inhabitants (Handmer & Dovers, [2007](#)).

The 20<sup>th</sup> century was the hottest the world has observed in 1000 years due to rise of greenhouse gases. Climate changes are projected to have very harmful outcome on human and natural systems, i.e., floods, droughts and thrilling weather event, lower agriculture productivity, migration and clashes due to declining resources (Royal Society, [2010](#)). Massive floods, droughts and cyclone at present have a huge effect on South Asian regions as a result of climate changes (Parry et al., [2007](#)). In India, flood prone areas have doubled between 1953 and 2003, while in Bangladesh 60% area of country is already flooded and while in 2010 flood of Pakistan affected 20 million people. Conspicuously, Maldives might be submerged at the end of this century if the dreadful case situation turns into a certainty (IPCC, [2007](#)).

## **Main Natural Disasters in Pakistan**

- a. Flood in Pakistan
- b. Drought in Pakistan

### ***History of Flood in Pakistan***

Pakistan being a part of the South Asia has the highest annual average number of people physically under the threat of floods. The storms that hit Pakistan originate in Bay of Bengal during the monsoon from July to September. It passes over lower central India, Rajputana enter Pakistan and continue towards North into Kashmir. The mountain ranges in north of Pakistan run a continual foundation of rivers flow. Floods mainly hit Sindh

and Punjab; however, hill flows incline touch the hilly areas of Khyber Pakhtunkhwa, Baluchistan and Gilgit Baltistan regions. In food year of 1950, 1992 and 1998 caused several deaths and massive loss to the national economy. For the duration of 1991 to 2001 floods in Pakistan property loss valued just about USD 800,000 (PDKN, 2009).

Due to 2009 flood, dozens were killed and 2008 flood displaced 82,000 peoples, and in 2007, 300 died and 2.5 million people were affected due to flood (Oxfam's, [2011](#)). In July 2010 floods distressed the whole country. According to estimations, more than 20 million people were affected, almost 2000 people lost their lives and more than 4.6 million public were remained shelter less. Destruction range area was near 100,000 km, over 2.2 million hectares of crops were smashed and about 450,000 livestock were gone. Furthermore, Supreme Court of Pakistan appointed a Flood Inquiry Commission. This report states that gross loss from the 2010 floods amounted to 5.8% of the Gross Domestic Product (Kamal et al., [2012](#)).

**Table 1**

*Summary of Recent Major Flood Disasters and Their Destruction*

Year	Nature of Disaster	Deaths	Injured	Population Effected (million)
2015	Flood	238	232	1.6
2014	Flood	367	673	2.5
2013	Flood	386	816	-
2012	Flood	571	2,902	4.8
2011	Flood	520	1,180	9.0
2010	Flood	1750-2200	-	20

Source: NDMA, 2015 available at <http://www.ndma.gov.pk/new/>

***Drought in Pakistan***

In Pakistan every year drought has become a common occurrence. Drought is a period of unusual dry weather, due to the deficiency of rainfall, and not availability of water in a certain area. The drought of 1998 & 2002 is well thought-out most terrible in 50 years history in Pakistan. Drought is a big factor of poor growth performance in a country like Pakistan. The central and western region of Baluchistan endure in the grip of drought just about every year (Haider, [2015](#)). Meteorologically, Pakistan is an arid to semi-arid country which frequently facing droughts. Pakistan economy is

largely base on agricultural sector, every year drought demolished its economy (Mazhar et al., [2020](#)). Drought is deviate from other natural disaster due to their duration and effects.

Hewitt (1997) claim that droughts is the one of premier disaster, as far as number of affected publics were concerned. Pakistan belongs to those countries which are frequently fatality of drought. In Pakistan, drought creeping frequency is 2 or 3 years in every 10 years. Calamity of drought are very common in both developing and developed countries, but this disaster leaves long long-lasting impacts on economy of developing countries because their agriculture sector is mostly based on rain fed water. Pakistan has total 79.6 million hectors areas, in which approximately 88% area consist of arid and semi-arid lands. About 9% land of Pakistan receive 500 mm annual rainfall, 22% land have 254-508 mm rain, and 69% land received below 254 mm rain (Anjum et al., [2010](#)).

### **Major Droughts in Pakistan**

For the period of 2000 to 2002 is measured as worst drought in Pakistan which caused 10 people deaths, and 2,200000 people effected across the country. Due to this severe drought large scale migration and crop failures (Anjum et al., [2010](#)). A periodic drought in lower parts of Pakistan during 2004-2005 attacked. In the winter of 2005, this region experienced 40% less rainwater and 25% less snowfall than average. In the mid of years 2009-2010, as weak drought incident in which the northern areas of the country and northern Baluchistan were affected (Anjum et al., [2012](#)).

### **Typical Hostile Effects of Drought**

According to Sheikh ([2012](#)), drought carries mass of unreceptive impacts in its wake such as:

- Killings of people and livestock due to famine.
- Diseases.
- Deterioration of dietary.
- Decline in drinking and irrigation water resources.
- Inflation rate increase.
- Weather deprivation

## **Droughts Affected Districts in Pakistan**

Just about all the semi-arid and arid areas of Pakistan experience drought with diverse intensity. The drought sternness touched its climax in short rainfall regions comprising most of the Baluchistan, Sindh (southern parts) and Punjab (south eastern parts). In Baluchistan district Lasbela, Panjgur, Kalat, Quetta, Khuzdar and Sibi are mostly drought prone regions. In Sindh province district Jacobabad, Larkana, Nawabshah, Sukkur, Badin and Hyderabad and in Punjab province, district Bahawalnagar, Bahawalpur and Multan. In northern regions of Pakistan, district Chilas and Gilgit suffer from thrilling drought (Mazhar et al., [2020](#)).

## **Natural Disaster Liabilities and Role of Media Coverages**

Newspapers are not only helpful for general publics but also important for disaster managing executives. Media is playing a critical role in forming disaster related perception of public (Franks, [2014](#)), as well as mediate as a disaster manager (MacDougall & Reid, [1987](#)). Disaster Management Authority has been entirely dependent on the timely media information influx for early decision making, it also frames strategy on later level (Shklovski et al., [2008](#)). Media news coverages about disaster comprise an obvious tilting effect on entire process of decision making (Tierney et al., [2006](#)). Moreover, newspaper writing is also helpful in convincing disaster management on policy agenda (Scheufele, [1999](#)). It is frequently argued that mass media can execute as a sole bond between community and administration (Vasterman et al., [2005](#)). Interestingly, disasters management authority has love hate relationship with media. In the time of disaster, this relation is reliant on the level of trust between journalists and disaster administrators (McLean & Power, [2014](#)).

## **Rational of the Research Study**

Natural Disasters in Pakistan and Media Coverages is comparatively an innovative and diverse area for research study in Pakistan. Actually, in Pakistan very few researches and educational institutes are working in this field of natural disaster and mostly have a quite narrow consideration. At a management level, natural disaster has not positively considered as a severe and genuine issues up until recent, when the country experienced a frequently natural disaster. The researcher analyses the content published in

Pakistani English and Urdu newspaper regarding natural disaster in Pakistan. It is estimated that this research will provide platform for increasing the spread of the media reporting in Pakistan relating to climate changes. This study will also be help full for the further researcher about Natural Disasters in Pakistan and Their Coverages in Pakistani Media. Moreover, this study can work as a reference point for future researches to conduct research on inclusive topic of newspapers coverage within the scope of natural disaster in Pakistani perspective.

### **Rational of Selected Newspapers**

The researcher in this study Natural Disasters in Pakistan and Media Coverages. A Comparative Study of Pakistani English and Urdu Newspaper selected four newspapers of Pakistan. Two newspapers are Urdu and two are English. The selected newspapers are Daily The Nation, Daily The News, Daily Nawa-i-Waqt and Daily Jang for content analysis. All these national dailies are popular, main stream, large circulated newspapers who claims to be objective and balance regarding their coverage (Sharif & Medvecky, [2018](#)). Rational for comparison the English and Urdu media coverages are basically a contradiction of thoughts on diverse issues. Which commonly belongs to two different school of thought; editorial and article priorities often deviate (Shoeb, [2008](#)). Thus, this research plans to analyse that how English and Urdu newspaper covered Natural Disaster issue in Pakistan and also examines as to which newspaper give more priorities and coverage to this issue.

### **Objectives of the Study**

Pakistan is a developing country facing different challenges. Natural disaster issues are not only in Pakistan but also in all over the world. Due to climate change, Pakistan is facing floods, excessive rains, drought and water scarcity, food shortage and many other issues. These are the hurdles in the development and destroy the economy of Pakistan. The basic objectives of the study are following:

- To do comparisons of Urdu and English newspapers regarding the issue of natural disasters in Pakistan.

- To give the recommendations about the natural disasters in Pakistan and also suggest some innovative ways to overcome the recent natural disaster (flood & drought) in Pakistan in the light of gathered data.

### **Literature Review**

Poudel et al. ([2014](#)) conducted research regarding media role in catastrophes regime in Nepal and not much resources regarding control of these disasters. Researchers explored media contents to check that how media covered such issues regarding climate change and natural disasters. The study was based on qualitative content analysis based and data was collected from newscast reports which telecast by country kept Nepal Television (NTV). It was found that in most of the occasions, climate change and disaster news reports were published after disaster was occurred. All the news contents were in the favour of human interests and responsibility. Furthermore, prevention form such disasters coverage was also given more space. It was also found that awareness about such disasters were given less coverage.

Ewart and McLean ([2015](#)) explored in their study role of two Australian newspaper to find how climate liability was covered. The contents of editorials and articles were studied to find out who was responsible of failure to ignore such significant aspects connected with disaster management were checked. The study concluded that when mass media attentive on inquiring upon who is responsible of failure or ignoring the aspects that may be taken in priority basis to control natural disasters, the results were mixed that it is responsibility of various departments to prepare such aspects that may overcome and avoid upcoming disasters.

Romo-Murphy ([2014](#)) argued that media's role is critical in spreading awareness and prepare people about upcoming disasters. He explored the role of mass media in aware and educate people about earthquake in living areas of Indonesia. He used triangulation method in his study. He conducted interviews, focus group discussions and survey as well of community members. He stated that media played third party role to educate people about disasters. Study concluded that media especially radio content has more influenced on victims but also on disaster management authorities in the formation of plans to make security measures against these disasters.



Veil ([2012](#)) conducted study regarding disaster management and media persons. In his study he explored relationship between media persons and disaster management. He highlighted some factors that affect the relationship among media persons and disaster management like mistrusts, traditional beliefs and communication tasks Conclusion (Asghar et al., [2019](#)). The study explored that during disaster times, media played sole bonding role that exist among disaster management executive and community. Majority of times, only media plays vital role in spreading disaster related information. The researcher recommended that strong inter-personal communication and exchange of frequently information among media organizations and disaster management can strengthen the relationship among both parties and this cooperation could be fruitful for the public (Khuhro et al., [2020](#)).

Ryan ([2011](#)) argued that during disaster times, usually people depend on media coverage as news is more credible source of information regarding any issue. Hence to know about the role of media in disaster times, the researcher conducted study and in-depth interviews were conducted from the public belongs to the three diverse regions of Australia who had suffered from forest fire, flood and hurricane. The study found that people bank on various media sources according to the nature of disaster. It was also found that radio was considered more reliable source at large scale in the times of hurricane and forest fire in Australia. Painter ([2013](#)) starts his book to explore that in the USA, 2012 year was mostly unusual years for of extremes weather, many of them matchless in recent American history. In his study the author presented the expert opinion and overview on the climate change on a different perspective (Naeem et al., [2020](#)). In this study he elaborates that the general public are often unaware many areas about the climatic changes and its precaution. The researcher concludes the summaries of challenges which journalists are facing and draw some valuable recommendation for scientist and journalist for precaution measurements (Khaliq et al., [2020](#)). Ogbimi ([2012](#)) conducted research study and examined coverage of western media of famine in Somalia in 2011 due to change in climate. The study was based on content analysis and in this regard four newspapers were selected for data collection i.e. The International Herald, The Guardian, Tribune and Daily Hurriyet. News articles were selected for data collection.

The study concluded that in the beginning, very less coverage was given to this issue but later was increased due to the involvement of United Nation. The study revealed that news standards were established on western views and coverages about environmental issues improved after UN declaration of the food crisis. The research collected data that showed that united nation played significant role in highlighting environmental issues. Word and sayings such as "Famine stricken", "hungry Somalia", regular subject in the daily Hurriyet news of the famine. Moreover, words like "hunger-stricken people", "failed state", "most dangerous place to live on earth", "Somalia rubbish strewn street", were frequently used.

Iqbal et al. (2014) conducted research study to explore role of mass media in coverage of natural disaster in developing states particularly with reference to Pakistan. He argued that it is duty of media to highlight potential victims and provide information and awareness as general issue. The study concluded that media's role is very crucial in disasters time but unfortunately there is no code of conduct to report disasters events Pakistan. It was concluded that each TV channel has its own code of conduct while reporting calamity coverages. They suggested that there should code of conduct for electronic media so that responsible reporting about disasters events should be confirmed (Sohail et al., 2019).

Ali and Mahmood (2013) conducted research to examine visual coverage of press about floods in 2010 in Pakistan. The research also evaluated ethical issues such as showing mutilated bodies, dead bodies and grief and gender stereotyping in photos of flood during 2010. Five Pakistani newspapers including two English and three Urdu newspapers were selected for data collection. The English dailies contain Daily Dawn and The News and Urdu newspapers include Daily Jang, Daily Express and Daily Nawa-i-Waqt. The visual representation of these selected five newspapers about flood disaster was analyzed. The study was used census sampling and during the selected period all photos (2156) including stand-alone photos, hard news photos and feature stories photos were analysed. Data was gathered from July 2010 to November 2010. Results revealed that human concern sphere was followed by all newspapers. Political edging was initiate more projecting in Urdu dallies while very less coverages of

dead bodies and disfigured bodies were shown. With concern to gender stereotyping, female was dominantly framed in passive way.

### **Research Questions**

This research has been intended find out answers these following research questions.

1. Which English newspaper Daily The Nation and Daily The News has given more coverage to the issues of natural disaster in Pakistan during 2010 to 2017?
2. Which Urdu newspaper Daily Nawa-i-Waqt & Daily Jang is given more coverage about the issues of natural disaster in Pakistan during 2010 to 2017?
3. How much total coverage is given by all four newspapers on research issues? And which one newspaper gave more coverage on issue of natural disaster among the all of four newspapers?
4. What are the similarities and differences between these selected four newspapers Daily The Nation, Daily The News, Daily Nawa-i-waqt and Daily Jang on the issue of natural disaster?

### **Relevancy of Theory**

This study is closely related to theories of Agenda Setting and Social Responsibility Theory. Thus, it can be drawn that print media has a strong influence on society and it could be extremely substantial.

### **Research Methodology**

Current research study was basically quantitative in nature. Content analysis technique used to evaluate the content of articles. Study focused to count number, size, space, frequency and actual measurement of articles. For content analysis on “*Natural Disasters in Pakistan and Media Coverages. A Comparative Study of Pakistani English and Urdu Newspaper*” two national English dailies (The Nation and The News) and two Urdu dailies (Nawa-i-Waqt and Jang) were selected. These four English and Urdu newspapers are very influential on public and policy makers in Pakistan.

## Measures

The coding sheet was designed to measure the content of selected newspapers. Content was measured quantitatively as well as qualitatively. Universe of study was all articles published in selected newspapers which were related to research issues ND (F) & ND (D) during 1<sup>st</sup> January 2010 to 31 December 2017. All article considered unit of analysis in which words, sentences or whole paragraphs were about research issues. Population of study was editorials and articles in which the words: flood in Pakistan, moon soon rain, Flood Forecasting System, flood warning system, alertness for floods, flood relief fund, flood agenda of prevention, mitigation, Role of Pakistani Management in (Rescue, Relief and Rehabilitation in during and after flood, drought in Pakistan, shortage of rain, warning for drought, drought relief fund, role of Pakistan Metrological Department, Drought mitigation & precaution measures, Drought Policy. In this way no sampling technique used to select the articles. So, it was a census study. The researcher opted the census study for his research work.

## Hypothesis

- It is more likely that Daily The Nation gave more treatment to natural disaster in Pakistan rather than Daily The News.

## Analysis

### Issues Examined in This Research

Researcher checked the coverage on these issues in selected four newspapers Daily The Nation, Daily The News, Daily Nawa-i-Waqt, and Daily Jang in the light of Agenda Setting, and Social Responsibility perspective. Following are the description about the selected categories of content analysis.

1. Flood in Pakistan = ND (F)
2. Drought in Pakistan = ND(D)

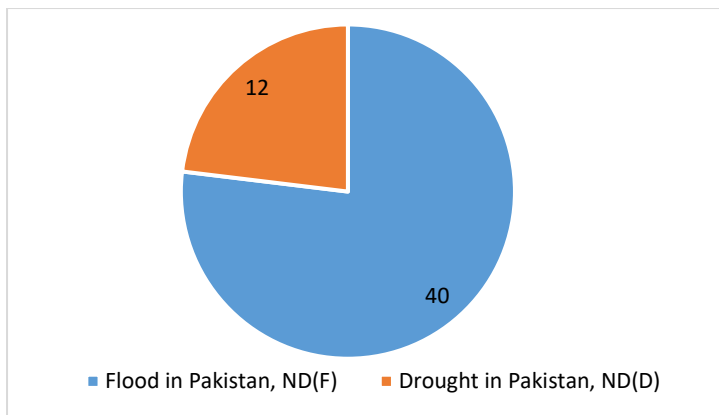
**Table 1**

*Total Article Coverages of Daily The Nation on research issues Flood in Pakistan and Drought in Pakistan*

The Nation Article Coverage 2010-17		
Issues	Total Articles	Rank Order
Flood in Pakistan ND(F)	40	1 <sup>st</sup>
Drought in Pakistan ND(D)	12	2 <sup>nd</sup>
Grand Total	52	

**Figure 1**

*The Nation Article Coverages 2010 to 2017*



The above table and pie chart present the numerically quantitative description of Daily The Nation article. The table illustrates that Daily The Nation published total 52 articles related to research issues Flood & Drought from 2010 to 2017. The study found that Daily The Nation published 40 articles in related to ND (F) category and ranked this category as 1<sup>st</sup>. Further, the researcher found that Daily The Nation give lowest coverages and publish only 12 articles to the issue of ND (D) and ranked this category as 2<sup>nd</sup>.

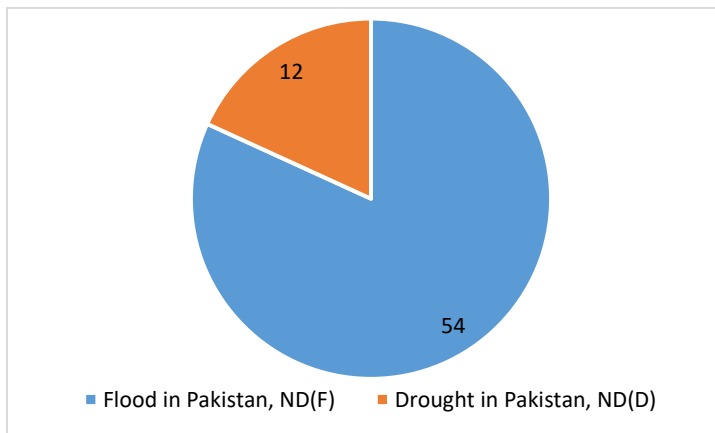
**Table 2**

*Total Article Coverages of Daily The News on Research issues Flood in Pakistan and Drought in Pakistan*

The News Articles Coverages 2010-17		
Issues	Total Articles	Rank Order
Flood in Pakistan ND(F)	54	1 <sup>st</sup>
Drought in Pakistan ND(D)	12	2 <sup>nd</sup>
Grand Total	66	

**Figure 2**

*The News Article Coverages 2010 to 2017*



The above table and chart present the numerically quantitative description of Daily The News article. The table illustrates that Daily The News published total 66 articles related to research issues Flood & Drought from 2010 to 2017. The study found that Daily The News published 54 articles in related to ND (F) category and ranked this category as 1<sup>st</sup>. Further, the researcher found that Daily The News give lowest coverages and publish only 12 articles to the issue of ND (D) and ranked this category as 2<sup>nd</sup>.

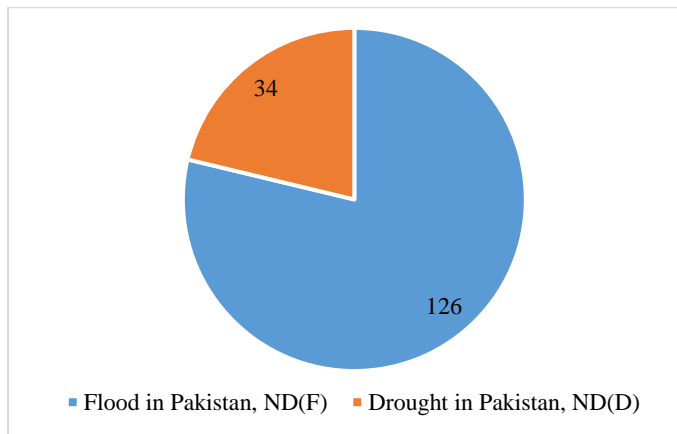
**Table 3**

*Total Article Coverages of Daily Nawa-i-Waqt on Research issues Flood in Pakistan and Drought in Pakistan*

Daily Nawa-i-Waqt Article Coverages (2010-17)		
Issues	Total Articles	Rank Order
Flood in Pakistan ND(F)	126	1 <sup>st</sup>
Drought in Pakistan ND(D)	34	2 <sup>nd</sup>
Grand Total	160	

**Figure 3**

*Daily Nawa-i-Waqt Article Coverages 2010 to 2017*



The above table present the numerically quantitative description of Daily Nawa-i-Waqt article. The table illustrates that Daily Nawa-i-Waqt published total 160 articles related to research issues Flood & Drought from 2010 to 2017. The study found that Daily Nawa-i-Waqt published 126 articles in related to ND (F) category and ranked this category as 1<sup>st</sup>. Further, the researcher found that Daily Nawa-i-Waqt gave lowest coverages and publish only 34 articles to the issue of ND (D) and ranked this category as 2<sup>nd</sup>.

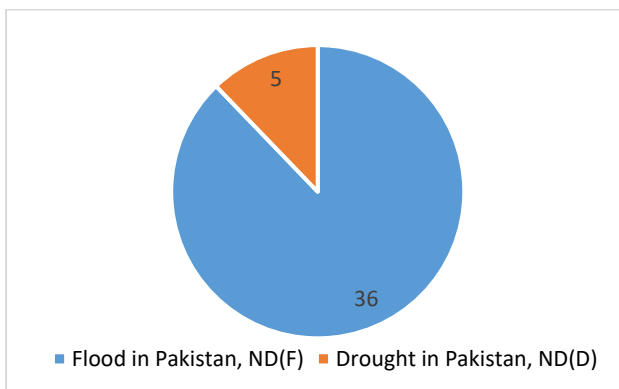
**Table 4**

*Total Article Coverages of Daily Jang on Research issues Flood in Pakistan and Drought in Pakistan*

Daily Jang Article Coverages 2010-2017		
Issues	Total Articles	Rank Order
Flood in Pakistan ND(F)	36	1 <sup>st</sup>
Drought in Pakistan ND(D)	5	2 <sup>nd</sup>
Grand Total	41	

**Figure 4**

*Daily Jang Article Coverages 2010 to 2017*



The above table present the numerically quantitative description of Daily Jang article. The table illustrates that Daily Jang published total 41 articles related to research issues Flood & Drought from 2010 to 2017. The study found that Daily Jang published 36 articles in related to ND (F) category and ranked this category as 1<sup>st</sup>. Further, the researcher found that Daily Jang gave lowest coverages and publish only 5 articles to the issue of ND (D) and ranked this category as 2<sup>nd</sup>.



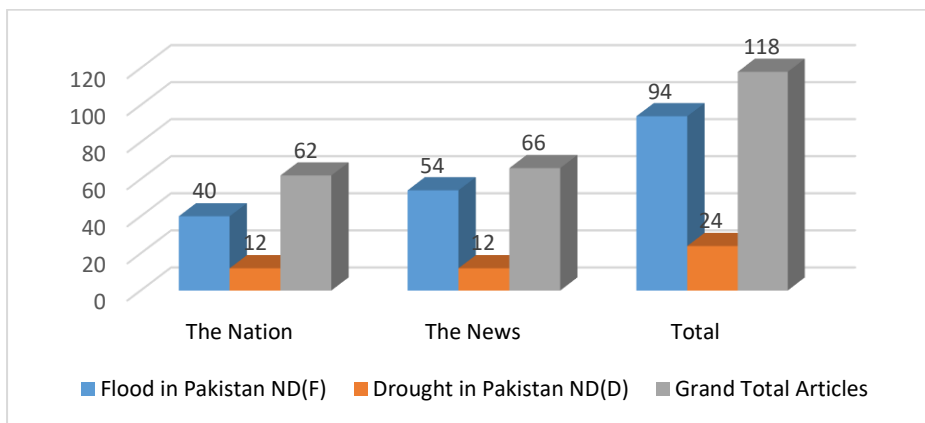
**Table 5**

*Comparison of Total Article Coverages of Daily The Nation and Daily The News on the research issues of Flood in Pakistan, and Drought in Pakistan.*

Comparison of Total Article Coverages of The Nation & The News 2010-17				
Issues	The Nation	The News	Total	Rank Order
Flood in Pakistan ND(F)	40	54	94	1 <sup>st</sup>
Drought in Pakistan ND(D)	12	12	24	2 <sup>nd</sup>
Grand Total Articles	62	66	118	

**Figure 5**

*Comparison of Total Article Coverages of The Nation & The News 2010-17*



The above table and chart show the total articles coverage of both English newspapers Daily The Nation and Daily The News on research issues ND (F) & ND (D) from 2010 to 2017. Both English newspapers published total 118 articles on research issues, in which Daily The Nation published total 62 articles while Daily The News published 66 articles related to selected five categories. Furthermore, on the category of ND (F) both newspapers publish highest 94 articles and ranked this category as 1<sup>st</sup>. The

researcher found that on category of ND (D) both newspapers published total 24 articles and ranked this issue as 2<sup>nd</sup>.

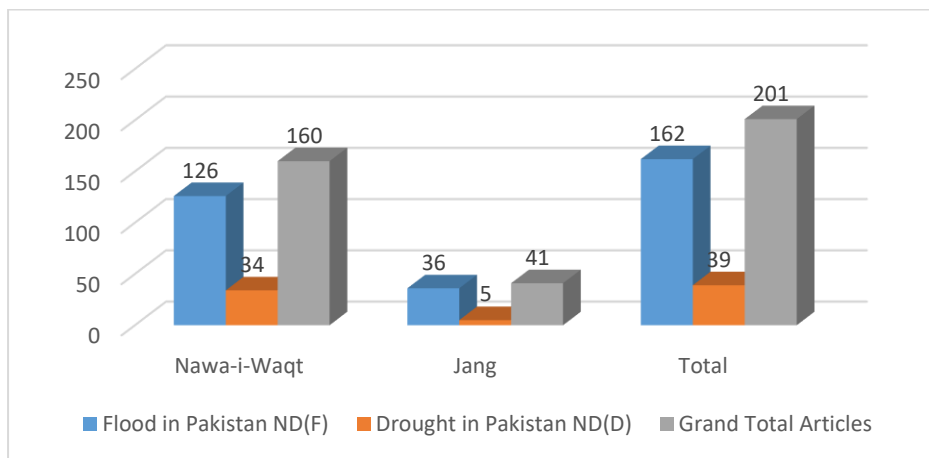
**Table 6**

*Comparison of Total Article Coverages of Daily Nawa-i-Waqt & Daily Jang on the research issues of Flood in Pakistan, and Drought in Pakistan.*

Comparison of Total Article Coverages of Daily Nawa-i-Waqt & Daily Jang 2010-17				
Issues	Nawa-i-Waqt	Jang	Total	Rank Order
Flood in Pakistan ND(F)	126	36	162	1 <sup>st</sup>
Drought in Pakistan ND(D)	34	5	39	2 <sup>nd</sup>
Grand Total Articles	160	41	201	

**Figure 6**

*Comparison of Total Article Coverages of Daily Nawa-i-Waqt & Daily Jang 2010-17*



The above table and chart show the total articles coverage of both English newspapers Daily Nawa-i-Waqt & Daily Jang on research issues ND (F) & ND (D) from 2010 to 2017. Both English newspaper published total 201 articles on research issues, in which Daily Nawa-i-Waqt publish

total 160 articles while Daily Jang published 41 articles related to select five categories. Furthermore, on the category of ND (F) both newspapers publish highest 162 articles and ranked this category as 1<sup>st</sup>. The researcher found that on category of ND (D) both newspaper published total 39 articles and ranked this issue as 2<sup>nd</sup>.

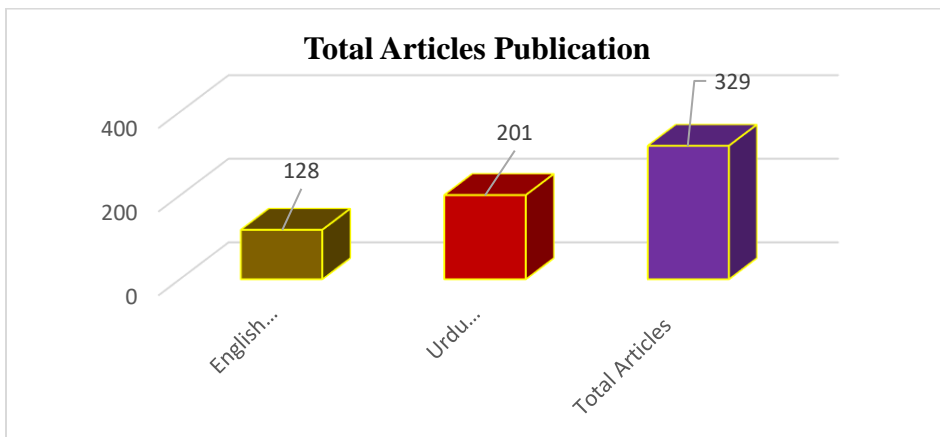
**Table 7**

*Overall Comparison of Total Articles Coverage of English newspaper (Daily The Nation & Daily The News) and Urdu Newspapers (Daily Nawa-i-Waqt and Daily Jang) during 2010-2017*

News Paper	Total Articles Publication
English Newspaper (The Nation and The News)	62+66= 128
Urdu Newspapers (Nawa-i-Waqt and Jang)	160+41=201
Total	329

**Figure 7**

*Overall Comparison of Total Articles Coverage of English newspaper (Daily The Nation & Daily The News) and Urdu Newspapers (Daily Nawa-i-Waqt and Daily Jang) during 2010-2017*



Demographic treatment of table and graph shows the comparative coverages analysis of two English & two Urdu newspapers during the time

period of 2010 to 2017. All the result were analysed by the researcher and result shows that all newspapers published total 329 articles, in which English newspaper (Daily The Nation & Daily The News) publish 128 articles while Urdu Newspapers (Daily Nawa-i-Waqt and Daily Jang) published 201 articles in a whole 8 year of research on the both issues of ND (F) & ND (D) from 2010 to 2017. Moreover, research study indicates that Urdu newspaper publish more articles as compere to English newspaper.

## **Analysis**

### **Research Questions**

This research has been intended find out answers these following research questions.

#### **Research Questions 1:**

Which English newspaper Daily The Nation and Daily The News is given more coverage about the both issues ND (F) and ND (D) in Pakistan during 2010 to 2017?

All the results were analysed by the researcher in detail. The study indicates that both English newspapers published a total of 128 articles in which Daily The Nation published 62(100%) articles while Daily The News published 66(100%) articles on the issues of ND (F) & ND (D) in Pakistan during 2010 to 2017. It indicates that Daily The News gave more importance and more place in its publication to play a better role for public in creating awareness about the issues of flood & drought in Pakistan.

#### **Research Questions 2:**

Which Urdu newspaper Daily Nawa-i-Waqt & Daily Jang is given more coverage about the issues of natural disaster in Pakistan during 2010 to 2017?

All the results were analysed by the researcher in detail. The study indicates that both Urdu newspaper published total 201 articles in which Daily Nawa-i-Waqt published 160(100%) articles while Daily Jang published only 41(100%) articles on the issues of ND (F) & ND (D) in Pakistan during 2010 to 2017. It is clearly indicates that Daily Nawa-i-Waqt

gave more coverage & more place in its articles to play a vital role in creating awareness about research issues of natural disaster in Pakistan.

#### Research Questions 3:

How much total coverage is given by English and Urdu newspaper on research issues? And which one newspaper gave more coverage on issue of natural disaster among the all of four newspapers?

All the results were analysed by the researcher and results show that all four newspapers published total 329 articles on research issues ND (F) & ND (D) from 2010 to 2017. From total 329 articles, English newspapers published 128 articles while Urdu newspapers written 201 articles on both issues of natural disaster. The study depicts that Urdu newspaper gave more coverage as compare to English newspapers. Moreover, result shows that Daily Nawa-i-Waqt published more articles as compared to other remaining three newspapers during research time period of 2010 to 2017. It also elaborates that Daily Jang written less articles on the issue of Natural disaster in Pakistan.

#### Research Questions 4:

What are the similarities and differences between these selected four newspapers Daily The Nation, Daily The News, Daily Nawa-i-waqt and Daily Jang on the issue of natural disaster?

After the analysis the result indicates that all selected four newspaper Daily The Nation, Daily The News, Daily Nawa-i-Waqt and Daily Jang shows that all four newspapers gave highest coverage to issues of ND (F) in its articles publication while result elaborate that all newspapers gave less space to the issue of ND(D) in its articles publications. On the other hand, a big difference found is that Daily Nawa-i-Waqt gives more coverage and more importance to the issue and its shows that the worth of issue as compared to the other three newspapers. It also elaborates that Daily Jang has written less article on both issues of Natural disaster in Pakistan.

#### Suggestions

- Government must be strengthened its disaster management department in the shape of current environmental policies, climate

acts, rules and climate action plan in order to coordinate and implement these activities.

- It is also found that most of the article published in newspapers were based on specific happenings of natural disaster. Therefore, it is strongly recommended that Pakistani newspaper should give consideration to disasters issue as a regular daily coverage.
- It is suggested that the capacity of provincial governments needs to be enhanced so that they can formulate their own disaster management policies, strategies and action plans.
- The study suggested that print media must collaborate with disaster management authorities for the betterment of early warnings system, precautionary measures, and rehabilitation and reconstruction activities.
- Through media collaboration, the government must improve the disaster management authority performance on priority basis. The government must do their best for improve the standards of Disaster Risk Reduction (DRR) system on reality bases.
- There is an essential to develop best coordination among disaster agencies like NDMA, PDMA and DDMA for tackling the disasters.
- Newspaper must highlight the action being taken by government to save the lives of people in disaster prone areas.
- It is prime responsibility of managing authorities to prepare drought mitigation policies and implement them in the risk zones.
- It is recommended that Pakistani media should overhaul its role in the times of disasters. Instead of being active after the occurrence of the natural disasters, it must be vigilant and watchful before the occurrence of disasters especially predictable ones.
- It is also mentioned that Pakistani newspapers must readjust its priorities while in disaster reporting. Instead of stressing mere statements of politicians and other important personalities, it needs to be concentrated on restoration of victims, accountability of related disaster managing institutions, informing and advising public during disasters.

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